

**ADVERTISING METHOD AND SYSTEM, METHOD AND SYSTEM FOR  
TRANSACTING AN ADVERTISING FRAME AND RECORDING MEDIA**

**Abstract**

The object is to provide a method and system for dynamically changing the advertising contents in the advertising form integral with the contents that can expect a great advertising effect. A contents owner informs the system management server of the advertising frame information. The system provider publishes the advertising frame information. The transaction of the advertising frame reaches an agreement, the system provider notifies the advertising data management server of the advertising frame information. The advertiser pays the advertisement rate, then records the advertising data on the advertising data management server. In response to the request from the user terminal, the system management server reads the digital contents from the digital contents database, and the advertising data from the advertising database, then delivers the digital contents and the advertising data to the user terminal to display the digital contents with an advertisement.

dej: JP920000074US1